

## Message Text

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PAGE 01 LONDON 14289 260939Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----067366 261114Z /12  
R 260931Z AUG 77  
FM AMEMBASSY LONDON  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7693

UNCLAS LONDON 14289

E.O. 11652: N/A  
TAGS: BEXP, UK  
SUBJECT: FY 1979 PROMOTION EVENT SCHEDULE.

REF: STATE 196572

AS REQUESTED POST MAKES FOLLOWING COMMENTS ON EVENTS  
SCHEDULE PROPOSED IN REFTEL, BASED ON CONTACTS WITH LOCAL  
REPS OF U.S. FIRMS:

1. PRODUCTION ENGINEERING (OLYMPIA, OCT. 2-7, 1978).  
NO ADVERSE FACTORS DETECTED.

2. ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT  
(NOVEMBER, 1978). INTERNEPCON, ONE OF THE U.K.'S LARGEST  
ANNUAL ELECTRONICS SHOWS WITH HUNDREDS OF BOOTHS, WILL  
BE HELD IN BRIGHTON OCT. 17-19. HOWEVER, MOST FIRMS  
CONTACTED PLAN TO AVOID THAT EVENT AS BEING TOO LARGE  
AND CIRCUS-LIKE. NONETHELESS, PROMOTION OF LTC EVENT MAY  
SUFFER, EVEN IF PROCUREMENT IS NOT AFFECTED. POST ALSO  
NOTES THAT APRIL 1977 LTC EVENT ON THIS THEME HAD PROCURE  
MENT PROBLEMS, SMALL (ALTHOUGH HIGH QUALITY) ATTENDANCE  
AND BELOW-AVERAGE SALES.

3. SECURITY EQUIPMENT (DECEMBER, 1978). THE UK'S  
MAJOR SECURITY SHOW, IFSSEC, WILL BE HELD IN APRIL  
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1978 AND THEREFORE WILL NOT CONSTITUTE A CONFLICT FOR  
DECEMBER EVENT. ON THE ONE HAND, HOWEVER, PROXIMITY TO  
HIGH-CRIME CHRISTMAS SEASON WILL MAKE IT EASIER TO FOCUS  
RETAILERS' ATTENTION ON SECURITY PROBLEMS. ON THE OTHER  
HAND, CHRISTMAS IS A POPULAR UK HOLIDAY SEASON, AND HEAVY  
SHOPPING IN OXFORD STREET DISRUPTS TRAFFIC IN LTC AREA  
WEEKS BEFORE CHRISTMAS. SEVERAL EXHIBITORS FROM MARCH

LTC EVENT RECOMMENDED MIDDLE OR LATE NOVEMBER DATES.

4. COMPUTERS (JANUARY, 1979). NEVER A PROBLEM.  
5. HEVAC (APRIL 1979). MAJOR UK EVENT IS BI-ANNUAL EXHIBITION TO BE HELD IN MID-1978 AND 1980. LOCAL REPS HAVE AVOIDED MAJOR EXHIBITIONS FOR PAST SEVERAL YEAR, DUE TO PESSIMISTIC EVALUATION OF UK MARKET. THEY INDICATE, HOWEVER, THAT BY 1979 SUCH AN ATTITUDE WILL PROBABLY CHANGE.

5. FAST FOODS CATERING (MAY, 1979). NO LOCAL CONFLICTS DETECTED. HOWEVER, SEVERAL UK REPS INTEND TO ATTEND MAY CONVENTION OF NATIONAL RESTAURANT ASSOCIATION IN CHICAGO. THEY ALSO ADMITTED THAT THIS MAY AFFECT THEIR DECISION TO PARTICIPATE IN LTC EVENT. IMPACT ON U.S. PROCUREMENT WILL PRESUMABLY BE EVEN MORE PRONOUNCED.

7. BUSINESS EQUIPMENT (JUNE, 1979). NO LOCAL CONFLICTS DETECTED. SUGGEST WEEK OF JUNE 4-11, PREFERABLY THE FORMER, TO AVOID BOTH SPRING BANK HOLIDAY ON MAY 28 AND EARLY SUMMER VACATION PERIODS.

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## Message Attributes

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**Review Markings:**  
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